

## COMMENTS OF GREATER MEDIA PHILADELPHIA (WMGK, WMMR, WMWX, WPEN)

### A. INTRODUCTION

Greater Media Philadelphia operates WMGK-FM, WMMR-FM, WMWX-FM and WPEN-AM, each of which is licensed to the city of Philadelphia, Pennsylvania. Our stations have a long history with the Philadelphia community, and we strive to provide programming that is responsive to the unique interests and needs of our Greater Philadelphia listeners.

### B. COMMUNITY PROGRAMMING AND PUBLIC AFFAIRS

Greater Media Philadelphia has found that through a combination of self-designed ascertainment procedures, listener and community outreach, and an open line of communication with our listeners, our stations are well-informed about the interests and concerns of the Greater Philadelphia community. Responding to these interests and concerns is a critical component in attracting and maintaining a loyal listener base, which is in turn critical to our success in generating advertising revenue.

Each of our stations broadcasts daily programming that provides current news, weather, and traffic information. This information is obtained from local and national services, as well as in-house monitoring of major news sources, and is delivered by local on-air personnel. WPEN, for example, broadcasts 12 five-minute local newscasts per day, Monday through Friday. News reports offer listeners up-to-the-minute information on local, national and international events, and also focus on issues of concern to our listeners, including the economy, environment, health, and lifestyle. Each report is live, delivered with the latest weather forecast and current weather conditions. News reports also include information on sports events of interest to the local community.

Our traffic reports provide listeners with the latest information on accidents, road hazards and slowdowns, and offer alternative routes around problem areas. Each report covers major transportation routes in and around the metropolitan area and, if applicable, also covers routes used for interstate travel between adjacent states. Traffic reports occur frequently during the peak morning drive hours and occasionally during afternoon drive as needed.

In addition, each station broadcasts weekly public affairs programming that addresses specific topics of interest to the community. Although the majority of our public affairs programming is produced locally in the station's community, we find that our listeners have many interests and concerns that are more universal. For this reason, our public affairs programming includes nationally syndicated programs that address specific issues of concern to our audience, such as women's health, parenting, and financial planning. We believe these programs provide important and current information that may not otherwise be readily available to our listeners. Examples of our stations' public affairs programming include:

- *Radio Health Journal*: A 30-minute syndicated radio magazine of in-depth public affairs, including topics such as economics, government reform, consumerism, education,



substance abuse, domestic and child abuse, urban/rural problems, poverty, and food safety.

- *Viewpoints*: A 30-minute radio magazine covering two major stories weekly on topics such as crime, environment, housing, schools, taxes, economic development, and urban sprawl.
- *Inside Government*: 30-minute program dealing with the impact of the federal government on a variety of issues of concern to Philadelphia-area residents. Hosted by Public Affairs officers of various federal agencies and produced by the Federal Executive Board.
- *WMMR Public Affairs*: a locally-produced, 30-minute program that debuted in November on WMMR, featuring local organizations and national organizations of local interest, including ABATE-March of Dimes, Special Olympics, AAA (program discussed travel safety), the Greater Philadelphia Food Bank, and the Philadelphia Commission for Women (program discussed domestic violence and date rape).
- *Milestones*: 30-minute program produced by Philadelphia Corporation For Aging that deals with issues of concern to senior citizens and their caregivers. Hosted by Rick Spector of Philadelphia Corporation For Aging.
- *CARIE On The Air*: 30-minute program covering issues concerning older adults and their caregivers and service providers. Produced by the Coalition of Advocates for the Rights and Interests of the Elderly ("CARIE").

Our stations also include regular programming features designed to inform their listeners about local events of interest. For example, on WMWX in Philadelphia, the station broadcasts The Weekend Update each Friday, providing a list of local events including fundraisers, charity walks, and other events happening within the community that might be of interest to our listeners. WMWX also conducts frequent on-air interviews with local personalities on topics such as health, safety, and charitable events, including:

- Liz and Jay Scott - the Wynnwood, Pennsylvania parents of Alex Scott, a young girl diagnosed with cancer who started a lemonade stand to raise money for cancer research. Alex's efforts led to the creation of lemonade stands across the country which eventually raised close to a million dollars. WMWX hosted Alex's parents twice to promote a lemonade stand event.
- A doctor from the University of Pennsylvania regarding new findings in breast cancer research.
- Two representatives from The Crohns and Colitis foundation discussing "Sippin' By The River," an event to raise money for Crohns and colitis research.
- Anita Brickman, Chairperson for The Walk against Breast Cancer and a Health reporter for ABC's Channel 6, urging listeners to participate in the Walk.



- Amy Freeze, a weather reporter for NBC10, discussing incoming hurricanes and the steps to take to prevent damage.

Our stations air many public service announcements (PSAs) each week. For example, WPEN airs 30-second PSAs daily on a run-of-schedule basis. Stations also broadcast PSAs on general topics, such as the WMWX Morning Show discussing and supporting several events during Breast Cancer Awareness Month in October. During the second quarter of 2004 alone, WMMR broadcast announcements for:

- Tropical Fest, a benefit for Delaware Valley Alzheimer's Association, featuring three Jimmy Buffett tribute bands.
- Fox Chase Cancer Center's "Plain & Fancy: A Taste of the Greater Delaware Valley", which benefits cancer research and prevention.
- Man of the Year Beef and Beer, supporting the Leukemia & Lymphoma Society's fight to find a cure.
- Annual Survivor's Fund Benefit at Finnegan's Wake, raising money to help the families of police killed in the line of duty.
- 17<sup>th</sup> Annual Walk for Paws and Spring Music Festival at the Myrick Conservation Center, benefiting the Chester County SPCA.
- Great PA Cleanup, in honor of "Keep Pennsylvania Beautiful Day", cleaning up the New Kensington Community Development Corps Garden Center.
- Friends of the SamEric Theatre present a screening of Grace Kelly's last movie, "The Swan". This fundraising event at the International House helps to save the SamEric Theater, one of Philadelphia's last grand movie theaters.

Greater Media stations air promotional announcements and live broadcasts from numerous civic and fundraising events, such as local fairs and charity races. In July 2004, following devastating floods that affected several residential areas in New Jersey that are a part of the WMGK listening area, afternoon drive host Andre Gardner broadcast live from Marlton, New Jersey, and raised over \$7,000 for flood victims. This November, John DeBella and WMGK held the annual Turkey Drop, broadcasting live from community locations and collecting turkeys to be donated to City Team Ministries to help feed the homeless and needy in Philadelphia at Thanksgiving. WMMR conducted the following live broadcasts:

- From the Variety Club Camp & Development Center. This camp in Worcester, Pennsylvania allows children aged 13 to 21 who are affected by Muscular Dystrophy to participate in summer activities like floor hockey, swimming, and arts & crafts.
- From the 75-foot schooner, *North Wind*, on the Delaware River. The *North Wind* is part of the Philadelphia City Sail program, a non-profit educational organization that uses sailing to bring extra-curricular science & math education to low-income youth in the Delaware Valley.
- From the Lindenwold Animal Adoption Center to help raise awareness for abandoned pets who need good homes. The Animal Adoption Center is a no-kill shelter, so pets



taken in by this shelter will spend their entire lives there, without being euthanized, until they are adopted.

Some of our stations broadcast “radiothons” to promote and raise funds for local non-profit organizations, such as the WPEN (Philadelphia) radiothon to benefit the non-profit Philadelphia Corporation for Aging, an organization that supports seniors in the Philadelphia area. WMMR conducted an on-air fundraiser that raised \$4,500 and awareness for the Leukemia and Lymphoma Society of Pennsylvania; the broadcast was also a tribute to one of our favorite WMMR listeners who died from the disease.

Other stations feature special programming with similar civic and charitable goals. WMMR broadcast a two-hour special on September 11, 2004 honoring the memory of those private and public workers killed in the attacks of September 11, 2001. The program was a historical retrospective on the events of that day, including the importance and impact of volunteering time and resources to charities and causes of all kinds. On September 26, 2004, WMMR aired a two-hour broadcast highlighting on-air personality Pierre Robert’s interview with Bono of U2 during the Philadelphia Rally to Fight Global AIDS & Poverty, which occurred Sunday, May 16, 2004. The rally consisted of a diverse coalition of partner groups, including Bono’s DATA (Debt AIDS Trade Africa), committed to fighting AIDS & poverty in Africa and around the world. At the conclusion of the Rally, Mr. Robert interviewed Bono and ran pieces from the interview all week, as well as Bono’s entire speech from the rally.

We also use our websites to promote local events and charitable causes. For example, WMWX posts the Mix 95.7 Community Event Calendar, and is currently hosting the Charlie Maxx “Bosom Buddies” Breast Cancer Awareness Resource page, where visitors to the website can learn more about the organization and make donations. WMMR includes a community events page on its website that lists about six charitable events per week.

Our stations also broadcast local non-professional sporting events, such as St. Joseph’s basketball games (WPEN-AM in Philadelphia). We are glad to have the opportunity to provide this type of local programming and local involvement to our listeners, who otherwise would not be able to follow their local teams in real time.

## C. POLITICAL PROGRAMMING

Our radio stations are devoted to promoting political and civic discourse in their respective communities. For example:

- The Frank Rizzo Show on WPEN features Philadelphia City Councilman Frank Rizzo, who typically invites political guests from both sides of the aisle onto his show to discuss current topics of interest.
- On October 1, 2004, WMMR (Philadelphia) broadcast a five-hour special from the Vote For Change concert being held at the Wachovia Center in Philadelphia. While the artist focus at the concert was pro-Democrat, WMMR’s coverage on the air stressed the importance of registering to vote and voting, no matter which side the listeners support.



#### D. EMERGENCY PROGRAMMING

All of our stations are equipped for EAS broadcasts, although we welcome further discussion on this topic. All of our stations participate in local “Amber Alerts” to assist local authorities in locating missing children. Regular programming is interrupted to broadcast these alerts.

On a more technical note, our station WMGK in Philadelphia is the local primary (LP)-2 station for the EAS Philadelphia Extended Operational Area (PEOA). All other broadcast and cable systems in the operational area must monitor WMGK for EAS purposes. WPEN also served as an LP station through May 2004, when a re-write of the State EAS Plan reduced the number of LP stations in an operational area to two.

Each of our stations rebroadcasts EAS “Amber” Child Abduction Emergency messages and has also elected, as a matter of policy, to relay a number of optional EAS messages pertaining to the local EAS operational area, including Civil Danger Warnings, Civil Emergency Messages, Earthquake Warnings, Immediate Evacuation messages, Fire Warnings, Hazardous Materials Warnings, Local Area Emergencies, Law Enforcement Warnings, Nuclear Power Plant Warnings, Radiological Hazard Warnings, Shelter in Place Warnings, and 911 Telephone Outage Emergencies.

Our Chief Engineer in Philadelphia, Larry Paulausky, serves both as the chairperson of the Local Emergency Communication Committee (LECC), and as a member of the Pennsylvania State Emergency Communication Committee (SECC). As LECC chairman, Mr. Paulausky arranged an agreement in January 2004 between the two Philadelphia LP stations and the LP station serving listeners across the river in New Jersey (WKDN) that permits the Pennsylvania LP stations to monitor WKDN for EAS purposes, and to rebroadcast certain EAS alert messages which originate in New Jersey and which are intended for New Jersey residents of Camden, Burlington and Gloucester counties. Without this agreement, stations in Pennsylvania had no certain access to these messages, which meant in turn that New Jersey residents who happened to be tuned to Pennsylvania radio or television stations also lacked this access. This additional monitoring and commitment to broadcast emergency messages is far beyond the scope of the Commission’s requirements, and yet represents a pivotal and important element in local emergency communications. Our stations are very proud of their leadership role in this regard.

#### E. COMMUNITY ACTIVITIES

Greater Media Philadelphia is a firm believer that our public interest obligations do not begin and end with our programming activities. Each of our stations is an active participant in the local community, particularly with respect to sponsoring local fundraisers and bringing attention to issues of local concern and importance. For example:

- WMGK’s Rock Art Show in Philadelphia raised over \$250,000 for local AIDS research and related organizations. This is an annual event.



- On-air personality Andre Gardner's 4-day vigil in an RV outside Lincoln Financial Field in Philadelphia leveraged Bruce Springsteen's concerts and commitment to the homeless to raise \$17,000 and 11,000 meals for a local food bank, courtesy of WMGK.
- The 2nd annual WMGK Computer Drive, held in February and spearheaded by morning show host John DeBella, asked listeners to donate used, working computer equipment to be refurbished and distributed to those in need in our community. All full time airstaff donated their time to supervise one of our collection drop-off points. The response and level of generosity we experienced was so incredible that our trucks filled up within a few hours and over 2,000 pieces of computer equipment were collected.
- Mix 95.7 WMWX sponsored a "Stuff the Bus" benefit with K-Mart stores in Philadelphia, which collected new school supplies for the Salvation Army to help local families in need.
- WMGK and its morning show host John DeBella hosted the 2nd Annual DeBella Dog Walk in Philadelphia. The "day in the park" outing drew over 1,000 people and promoted responsible pet ownership, as well as promoting local pet shelters and rescue organizations.
- WMWX participates in the Kid Care ID program, for which the station enrolls children in the program free of charge at select events. (A Polaroid photo of each child is placed in a jacket that contains vital information and statistics for the parents keep on file in case of an emergency.)
- WMWX also sponsors the Mix 95.7 Taking A Lead In The Community program, where WMWX honors one outstanding individual each month who has made significant and notable contributions for the betterment of the community. Each recipient is recognized in on-air promotional announcements and featured on the station website.
- WMMR hosted an annual Hard Hat Games, during which housing supplies were donated to Habitat for Humanity.
- WMWX supports KID FIT, an educational public service program targeting kids two years and older and their parents and caregivers to promote healthier living. The program provides relevant information on: proper nutrition with healthy alternatives; incorporating physical activity into your child's life; changing sedentary habits such as television viewing and excessive computer use; building self-esteem and addressing discouragement.

In 2004 alone, WMWX and its staff participated in the following charitable activities and organizations:

- January 2004 - Media Partner - Philly Cooks!, with proceeds benefiting MANNA, an organization dedicated to promoting wellness through nutrition in communities living with, affected by, and fighting HIV/AIDS.
- April 2004 – Media Partner – Butterfly Run in Malvern to benefit the Elizabeth Ciunci Scholarship Fund – Forever Young.



- April 2004 – Provided Entertainment for Hockey Fest Community event in Blue Bell, Pennsylvania.
- April 2004 – Media Partner – Hike for Hope in Manayunk, with proceeds benefiting City of Hope.
- April 2004 – Media Partner – Walk America, with proceeds benefiting the March of Dimes.
- May 2004 – Media Partner - Chester County Challenge Bike Race & Community Fair in West Chester, Pennsylvania, to benefit the Chester County Cancer Center.
- May 2004 – Media Partner - Paws & Feet Dog Walk in New Jersey, to benefit the Animal Welfare Association.
- May 2004 – Media Partner – Relay for Life in Glenolden, Pennsylvania, to benefit The American Cancer Society.
- May 2004 – Media Partner - Woodlynde School 5K Run, to benefit Woodlynde's Hensch Murray Scholarship Endowment Fund and Generation Hope Fund.
- May 2004 – Provided Entertainment – Mercy Health System Community Health Fair & Festival.
- May 2004 – Provided Entertainment – Newtown Square Community Festival & EMS Day.
- May 2004 – Media Partner – Walk With Me in Center City Philadelphia benefiting Easter Seals.
- June 2004 – Provided Entertainment – St. Timothy's School Carnival in Philadelphia.
- June 2004 – Provided Entertainment – Bell to Bell Women's Bike Ride to celebrate the advancement of women and the 19<sup>th</sup> Amendment.
- August 2004 – Media Partner & Mix 95.7 Softball Team – Running Bases For Independence Soft Ball Tournament benefiting Easter Seals.
- August 2004 – Media Partner - Burling County Flood Victims Benefit Concert and Community Festival.
- August & September 2004 - Mix 95.7 Celebrity Shoe Auction – all proceeds benefit The American Cancer Society's Making Strides Against Breast Cancer.
- September 2004 – Media Partner – Main Line Dollars for Scholars 5K Run in Radnor, Pennsylvania, to benefit the Main Line Chamber of Commerce Scholarship Fund.
- September 2004 – Media Partner – Glenside Street Fair community event.
- September 2004 – Media Partner – Sippin By The River festival to benefit the Crohns & Colitis Foundation.
- September 2004 – Media Partner – Parkway Run for Cancer to benefit CHOP and Children's Cancer charities.
- September 2004 – Media Partner – Community Playground Build in Chester County with Moms of Multiples organization.



- October 2004 – Media Partner – Walk Now 5K Run, Community Resource Fair & Family Fun Festival to benefit the Cure Autism Now Foundation.
- October 2004 – Media Partner and Mix 95.7 Walk Team - The American Cancer Society's Making Strides Against Breast Cancer.
- October 2004 – Provided Entertainment – Newtown Square Fire Company Open House/Fire Prevention Community Festival.
- March of Dimes – A.I.R. Awards Board of Directors: Teri Hines Promotion Director & Theresa Russell Assistant Promotion Director.

In short, all of our stations participated in countless local food drives, benefit concerts, holiday toy drives and other charitable events that brightened the lives of the people we serve and provided resources to communities in need.

It is rewarding to know that Greater Media has the capacity to bring together local personalities and charitable causes to benefit our communities. Our radio stations are truly local businesses, and we are an integral part of the communities where we operate. We are proud of our ongoing commitment to localism and the endless generosity of our employees and listeners in giving back to their communities.

#### G. CONCLUSION

As demonstrated above, each of Greater Media Philadelphia's stations devote a substantial portion of their air time, financial resources, and outreach efforts to (1) creating an ongoing dialogue with listeners and the general public and (2) using that dialogue to create programming and community events that serve the public interest and address the issues that are most important to each community. We take our public interest obligations very seriously, and we are proud of the service we provide to the greater Philadelphia community.